

**Subject:** Re: Re: Holiday planboundary="Apple-Mail=\_76959827-8EA4-4539-8279-330EC8698616"  
**From:** "Michael Lamb" <michael@downtownnews.com>  
**Date:** 11/15/2016 03:03 PM  
**To:** "Henna Sherzai" <HSherzai@downtownla.com>

There are 11,000 subscribers and the open rate averages 30%

Michael Lamb  
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On Nov 15, 2016, at 11:48 AM, Henna Sherzai wrote:

Can you let me know subscribers and open rates for the two eblasts below?  
Thanks!

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**From:** Dawn Eastin [mailto:dawn@downtownnews.com]  
**Sent:** Thursday, November 10, 2016 2:45 PM  
**To:** Henna Sherzai <[HSherzai@downtownla.com](mailto:HSherzai@downtownla.com)>  
**Cc:** Michael Lamb <[michael@downtownnews.com](mailto:michael@downtownnews.com)>  
**Subject:** Re: Holiday plan

Based on our conversation today, I have updated the Holiday campaign without the BID as a partner in the Downtown For The Holidays section.

Please keep in mind that we have an early art deadline for the issue of 11/28, we would need your artwork by Tuesday November 22 because of the Thanksgiving holiday.

### **Holiday Campaign \$6900**

- 2/3 page ad in our 11/28, 12/5 and 12/12 issue
- 2 ads per week (11/28, 12/5 and 12/12) on our daily news e-blast - Top ad
- 1 ad per week (12/1, 12/8 and 12/15) Thursday Calendar e-blast

Daily news e-blast availability per week. This is what is available as of today.

11/28 - Monday, Wednesday, Thursday & Friday (please pick two days that you want us to reserve)

12/5 - Monday & Thursday (since there are only two slots that week we will book both for you as soon as you give us the go)

12/12 - Wednesday, Thursday & Friday (please pick two days that you want us to reserve)

*Dawn Eastin*

*General Manager*

*L.A. Downtown News*

*1264 W. First St.*

*L.A., CA 90026*

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*213-250-4617 fax*

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On Nov 9, 2016, at 4:11 PM, Dawn Eastin wrote:

Hi...thanks for the call today.

Based on your goal of driving traffic to [DowntownLA.com/Holiday](http://DowntownLA.com/Holiday) and making sure we get you included in the Downtown For The Holidays section I have put together the following. I have customized a package for the Holidays section to make sure you get a 2/3 page and the story in your \$7000 budget.

### **Holiday Campaign**

- 1 article in the Downtown For The Holidays section (focusing on [DowntownLA.com/Holiday](http://DowntownLA.com/Holiday) and general features of the District)
- 2/3 page ad in our 11/28, 12/5 and 12/12 issue
- Logo on cover of Downtown For The Holidays section 12/5
- 1 social media (article) post during December
- 2 ads per week (11/28, 12/5 and 12/12) on our daily news e-blast - Top ad

- 1 ad per week (12/1, 12/8 and 12/15) Thursday Calendar e-blast

Daily news e-blast availability per week.

11/28 - Monday, Wednesday, Thursday & Friday (please pick two days that you want us to reserve)

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12/12 - Wednesday, Thursday & Friday (please pick two days that you want us to reserve)

Let me know if you have any questions or would like to change or see other options.

Dawn

*Dawn Eastin  
General Manager  
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On Nov 8, 2016, at 3:53 PM, Henna Sherzai wrote:

Hello!

In advance of the call tomorrow I wanted to share a couple of things. We have \$7,000 in the budget to advertise with the goal of driving traffic to [DowntownLA.com/Holiday](http://DowntownLA.com/Holiday). I know we'll want to run ads the week of 11/28, 12/5, and 12/12. I'm not sure this leaves any dollars for the incremental shopping guide but we can discuss tomorrow.

Thanks,  
Henna

**Henna Sherzai**

Director of Marketing & Communications

[<image001.png>](#)

**Downtown Center Business Improvement District**

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Web: [DowntownLA.com](http://DowntownLA.com)

[<image002.jpg>](#) [<image003.jpg>](#) [<image004.jpg>](#)